



*Publication of the Telegraph Hill Dwellers  
Issue Number 117 Sept. 1991*



**\$196,000,000 And They Will Come to Pier 30 ????? See Page 3**

## TELEGRAPH HILL DWELLERS

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## PRESIDENT'S MESSAGE

By June Fraps

This has been far from a quiet summer for the Hill Dwellers, and there's going to be even more activity in the fall, some serious, some fun.

The Grant Avenue Street Fair started the summer festivities, and THDers staffing our booth recruited 25 new members.

In July, THD hosted the monthly meeting of the Coalition for San Francisco Neighborhoods, an enlightening experience for Hill Dwellers who attended. Closer to home, we supported North Beach Neighbors in their petition for a discretionary review of the permit for the operation of the adult bookstore on Bay Street. We'll be joining North Beach Neighbors and Russian Hill Neighbors to sponsor a pre-election Issues night in mid-October.

The North Beach Repertory Theater party, a new event, was a delightful evening, and one we hope to repeat. The Social Committee is hard at work now on the annual picnic, always great fun, scheduled for October 6, and a cocktail party planned for October 27.

Another new event, slated for November 2, is the Historic Walk of the hill, discussed in more detail elsewhere in this issue. Still unscheduled is the proposed Waterfront Walk, a look at the plans for our newly revealed waterfront.

As you can see, your Board is hard at work, and we could always use help in putting these projects together. Take a look at the list of committees in this issue, and decide how you'd like lend a hand. If you want to develop desktop publishing skills, how about giving the Semaphore a hand?

## MOTIONS PASSED

### April

That the Telegraph Hill Dwellers support the Board of Supervisors' resolution asking that the necessary steps be taken to bring the historic 4-master, the Moshulu, to San Francisco.

That Rod Freebairn-Smith and Jordan Rosenberg negotiate with the producers of "Basic Instincts," using the Board's guidelines as a basis: no shooting after 10 p.m., protection for trees and greenery, transport for residents whose homes are blocked, 100% repair and replacement of anything damaged, and a "thank you" contribution to the Neighborhood Center.

### June

That the Telegraph Hill Dwellers support the San Remo Hotel's request for conversion of 100% of its rooms to tourist status, with the provision that all present residents be given lifetime leases.

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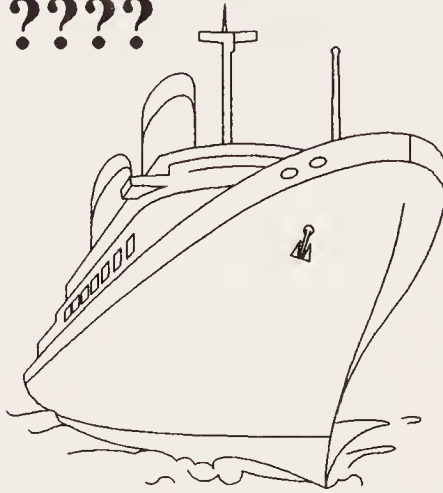
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# \$196,000,000 And They Will Come ... To Pier 30 / 32 ????

By Bob Tibbits  
Waterfront Co-Chair

Scandinavian investors say they will spend \$196 million to build a shopping center and new cruise ship terminal on Pier 30/32 and a hotel on the adjacent land. The Port of San Francisco will lease this property to these investors at below-market rates in exchange for a new "world class" terminal that is not needed in the foreseeable future, according to its staff's recommendation.

In 1988 Scandinavian Center, Inc. submitted an unsolicited proposal for development of a passenger terminal/mixed use facility and hotel at Pier 30/32. The Port responded by organizing a Task Force to make an assessment of "the need and overall desirability of upgrading or possible re-building the current passenger terminal" located at venerable Pier 35. The Task Force, in its report released in May 1990, concluded that the Pier 35 facility was adequate to handle the next generation of larger vessels and the cruise industry's projected increases in passenger-oriented traffic. Emphasis should be focused on increasing utilization of the existing terminal when ships are not in port, the report recommended.



Nonetheless, the Port last September released a Request for Proposals for private development of an international passenger cruise terminal on Pier 30/32 to more than 30 prospective developers. Proposition H, defining hotels as "unacceptable land use" along the waterfront was narrowly passed by the City's voters in November. The following month SCI, the only developer that had responded to the RFP, submitted a new plan that simply relocated a 40-foot hotel inland and made it a 10-story building. Thus, a competition for the multimillion development of this valuable Port property never materialized.

The Port accepted SCI's revised development proposal and authorized Executive Director Michael Huerta, to execute a Development Agreement with SCI for an international passenger cruise terminal at Pier 30/32 and a 360-room hotel across the Embarcadero on Seawall Lots 329 and 330. The

project includes parking on the pier and under the hotel for 1,200 automobiles. The agreement details certain prerequisites, approvals from six city and Bay area boards and commissions, five state and eight federal agencies, that must be met before the Port will lease the site.

Erik Noorgard, President of SCI, maintains that some anonymous Scandinavian pension funds have expressed interest in providing equity financing of approximately \$29 million for the non-hotel elements that run to \$86 million. SCI plans to build the conference hotel and underground parking element of the development with an undisclosed partner(s) and a separate \$110 million financing package.

Under the principles of the lease embodied in the Development Agreement SCI has agreed to certain Minimum Rents that ramp up during the construction period to \$1 million in the fourth year through the tenth after which an adjustment will be made for inflation during that period. However, the Port will be entitled to the greater of the Minimum Rent or a Percentage Rent



# THRIFTY SHOPPING

By Helen von Ammon

Bernhard von Ammon, a gourmet cook, was not a man to be criticized frivolously. Without the safety net of an apron, he pan fried chicken wearing a cashmere sports jacket. I enjoyed the chicken ...deiiiiishush... and winced silently at his cavalier attitude toward fine fabrics.

Bernhard died very suddenly, and not from a surfeit of chicken. I donated all his cashmere sweaters, jackets and very button down shirts to the St. Francis of Assisi Thrift Shop. It was my first thrift shop encounter. Now, years later, I am among their shopping "regulars."

From twice a year rummage sales in the St. Francis Church auditorium, the Thrift Shop has become a successful enterprise, permanently housed in the gymnasium, where, formerly, boys worked out after school. Mrs. Rosalie Taggi, a widow,

as are most of the other eight or nine volunteers, speaks with the authority of her fourteen years in this nonprofit shop.

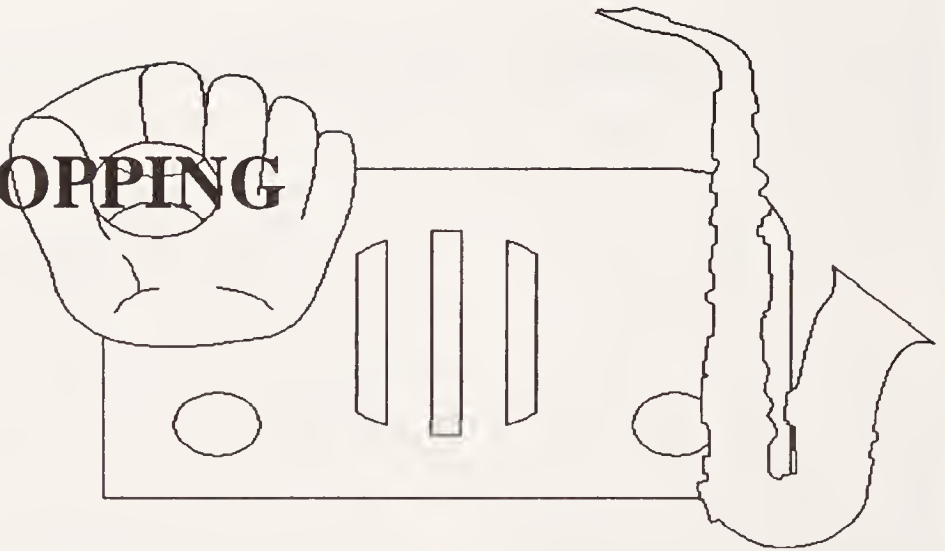
Your North Beach neighbors shop here, so do Mission Street people; fashionably dressed ladies browse; folks come from across the Bay; financial types in their sincere suits come during lunch hour, local characters permanently between jobs, and families with tots in tow.

St. Francis of Assisi Church, a treasure dating from 1849, the only area church left standing after the earthquake of 1906, draws many tourists to North Beach. Upon see-

ing the Thrift Shop's OPEN sign, they digress and often find items to take back home.

Maybe they're yours size, \$125 shoes for \$25. A gorgeous silk N-M print dress, \$35. Who needs to know that your wedding dress, donated by the seamstress, cost only \$200; a comparable gown would go for \$2,000 on Union Square. Silk ties are fifty cents to \$2; large silk scarves \$4, Custom Shop shirts \$5-\$6. There are linen sports jackets, wool suits, windbreakers, pens, pencils, lace, yardage, knit and crochet stuff, sweaters, handbags, luggage typewriters, TV's, toys, towels.

*Continued on Page 25*



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## Take A Walk on the Hill & Explore THD's Architectural Heritage

By Catherine Donnelly

We're looking for about 20 pioneers who will participate in this first THD walk of the neighborhood. A guide from the Heritage Foundation will conduct the walk on Saturday, November 2nd, at 10:00 am.

The 2-hour tour explores the architecture and development of Telegraph Hill from the Gold Rush to the 1990's, as well as the area's social and artistic history.

If the walk is a success with our members, we hope to arrange others in the future covering historic and cultural facets of Telegraph Hill. Your evaluation of the walk and suggestions

for areas you'd like to know more about will help us develop the program.

Please send your reservation, along with a check for \$5.00 made payable to the Telegraph Hill Dwellers, to THD-WALK, P.O. Box 330159, San Francisco, CA 94133. Remember, the size of the group is limited, so get your name in early.



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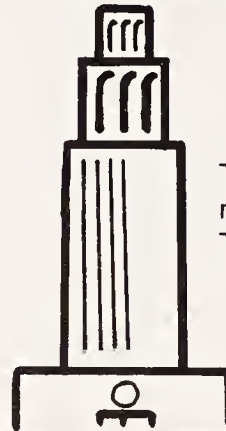


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# Social Committee News

By Gerry Crowley

July 18th was a memorable evening for 42 members of THD who attended the North Beach Repertory Theater's production of William Inge's *Bus Stop*. It was realism at its best, so much so, that some of our people in the front row started talking to the actors during the play and became part of the scene. After the performance, we enjoyed a wine reception with the actors. Our thanks to director Anthony St. Martin for orchestrating this delightful event.

A group of Hill Dwellers will be attending All San Francisco Night at the Symphony on Thursday, September 5th. The program includes works by Mozart, Strauss and Berlioz.

Our annual pot luck picnic at Coit Tower Pioneer Park will take place on Sunday, October 6th from noon to 4 p.m. Co-chairs Daranne Schott and Arlene Smith promise exciting raffle prizes, entertainment, games and a fun filled day for all.

As in the past, we have arranged for a street closing on Lombard at Grant starting at 11 a.m. From then until 4 p.m., the street will be open only to members of THD, residents of the area and the 39 Coit bus. You are encouraged to come early to secure a parking place near the Tower.

Jeanette Sperry is chairing a cocktail party to be held on Sunday, October 27th, and Frances Farruggia is chairing our General Membership meeting on Monday, November 18th. Invitations indicating time and place will be mailed two weeks prior to each event.

Once again Jeffery Pollack has graciously invited us to Julius' Castle for our Christmas Party on Sunday, December 15th, from 2 p.m. until 4 p.m. This party is the most "talked about" event of the year. Mark your calendars now!

I shall be in Spain from September 1st until October 6th. During that time, if questions of a social nature arise, please call our President, June Fraps, at 392-1187. Before and after that time, I may be reached at 445-5547 (days) or 391-2432.

## WELCOME TO NEW MEMBERS

The following members have joined THD since the publication of the last Semaphore: John Arnold, Rita Cummings Belle, Cris and Nonja Bisgard, Sam Blum, Marilyn and Henry Breen, Betty and Thomas Catalano, Jim Church, Kellin Defiel, Deb Dubin, Patsy Faragher, Pat Farewell, Lucille Flato, Vilma Guglielmone, Billie and Pete Hammond, Claudia Colin Johnson, Ann Lee, Jane Marvin, Don and Mary McBirney, Kim and Robert Mendonsa, George Naugles, Susan Nitzel, Sammy Nobles, Janet Reding, Judith Roberts, Bill Rose, Ken Scudder, Marilynne Solloway, Susan E. Stauter, Mary Tripp, Kimberley Turley, Wendy Wheeler and Brenda Willet.

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DIANA'S WINDOW....

# THE ARTISTS OF NORTH BEACH

By Diana Gaynor

## TOM LEE

Fine Art Studio

When Tom Lee opened his framing shop in Bannam Place three-and-a-half years ago, the idea for an art gallery was already in mind. When the old bakery building at 523 Green Street became vacant he took over the space, remodeling the interior to his specifications.

The gallery looks deceptively small from the street, but once inside one becomes aware of Tom's creative use of space. In the large, light showroom at the front of the gallery, rows of frame samples share the walls with an assortment of paintings and graphics by local artists.

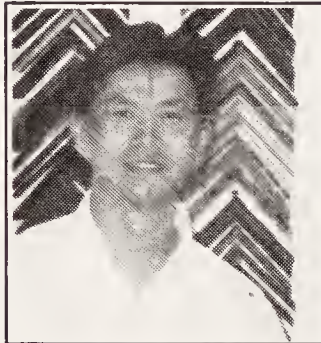
Pieces of sculpture strike poses about the floor or crouch in the big front window. Further back and on the next level up, a smaller exhibit space is filled with paintings and photographs. A long hallway lined with artwork leads back to Tom's workroom, the heart of the operation. Here one can find a treasure trove of Tom's own exquisitely rendered paintings and graphics.

Always a good prospective client base for a new business, THD members attended a wine reception and exhibit of North Beach artists at the gallery in June.

Tom's art training began at the age of twelve with private lessons from some of the well-known artists in his native Hong Kong. He had his first one-man show at the age of sixteen. When the family moved to San Francisco, Tom worked in his family's restaurant while studying art at City College and San Francisco State.

Currently Tom works full-time between his framing shop, still in Bannam Place, and the gallery.

*Continued on Page 13*



## MARY ERCKENBRACK

Fifty Years  
on Telegraph Hill

Mary Erckenbrack takes exception to being categorized. "I'm not *just* a sculptor or a ceramicist or painter, she says firmly, "I'm an all-purpose artist."

Indeed, the scope of Mary's creativity can be viewed in microcosm in her small living room overlooking Pier 35, peopled by sinuous sculptures in wood, alabaster and marble, whimsical watercolors of Carnival in Rio, tiled tabletops and photographs of Mary at work in her shop at 1 Genoa in an earlier time.

Born in Seattle, Mary lived all over Europe and South America as a child, following her father's business activities before returning to the Pacific Northwest to attend the University of Washington. She studied tile work and sculpture with master craftsmen at the Calouste Gulbenkian Foundation in Lisbon.

Unfortunately, many of the exquisite works she produced and exhibited there were lost in shipment back to America and scattered to the four winds. A collection of photographs is all Mary has left of this period in her development as an artist. "It's such a sad story," she says, "that I almost hate to tell it."

"I had to make a living when I finally settled in San Francisco," Mary says. "So I made my hallmarks good design, good movement and good color."

Evidence of this commitment can be found all over the Bay Area: the eight clay lions guarding the Ping Yeun housing project in Chinatown, terra cotta children and animals sporting in a blue-tiled fountain in front of Shriner's Hospital, a six-foot statue of Christ on a Concord church, the highly stylized "Triangle of Healing" mural on a Sutter Street medical center, and

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*North Beach has long been a haven for all of the creative folk the Establishment has generally regarded with bemusement, if not outright suspicion. The nurturing and compassionate climate of this diverse enclave at the northeast edge of the City has certainly produced some of the best, the most innovative artists, poets, writers and actors now working. The four individuals profiled here represent well over fifty years of the legendary North Beach art scene.*

## **JAMES REDO**

### **The Artist Reflects**

The walls of James Redo's Francisco Street studio reflect his love of life. Giant murals on the walls teem with joyously dancing figures and swirl with clear, bold colors. Sketches and paintings of city life cover workbenches, shelves and walls. Six or seven sculptures in process await chisel or polishing cloth, and a cleverly carved lizard appears frozen in mid-scuttle across the lintel of a doorway.

Redo takes a break from his work to talk about life and art. "The artist is a reflection of his civilization," he says. "And if art is legislated, under-funded or censored out of existence, civilization itself begins to die. I've begged, borrowed and stolen to pursue my art, and I guess you could say I'm a bit of a pirate." His sharp eyes twinkle as he gauges the effect of his words on the listener.

Redo is a second-generation native San Franciscan who has lived in North Beach for the last 25 years and loves it like no other place. He often takes his Nikon out to the streets to record the passing scene, but his paintings and sculptures come for the most part from his own creative vision, for he is an inspired - and inspirational artist. He's self-taught and loves passing his knowledge on to students.

He seldom exhibits in galleries, and while recognizing the importance of marketing, he doesn't appear to be locked into the concept of commercial success as a barometer of self-worth. Art, not money, is James Redo's life-blood.

He rises from his chair, pulling a much-abused pair of wire framed spectacles from his shirt pocket. The interview is over and Redo must get back to work.

*Continued on Page 13*



## **VRANAS VAN HOYT**

### **San Francisco Realist Art Society**

Realists rejoice! A champion of rational, classical art has hit North Beach, and the entrenched avant garde establishment is being rocked to its foundations!

Vranas Van Hoyt is the creator and driving force behind the newly chartered San Francisco Realist Art Society. "The day of the art merchant is finished," Van Hoyt says with quiet conviction, "and art is being returned to the hands of the artist."

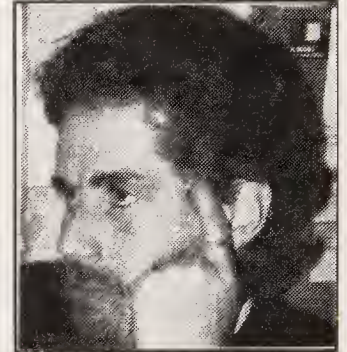
The June 21 opening of the Realist Art Society's gallery at 419 Columbus was packed with over a thousand artists and art lovers until 4:00 in the morning. This overwhelming response to Van Hoyt's expansive vision rather effectively serves notice that realism is an artistic force to be reckoned with.

Indeed, in the sixty days since that momentous opening, 120 practicing artists, sculptors, photographers, graphic and multi-media artists have joined, and a stack of membership requests from all over the country awaits processing. A new chapter of the Society is scheduled to open soon in Florence, Italy.

While still a young artist in Athens, Van Hoyt used to dream of a society of artists dedicated to the highest ideals of their craft and functioning very much like a Renaissance guild where artists of diverse backgrounds can share their knowledge and sell their works.

"Around the turn of the century, with the death of the salon system," says Van Hoyt, "gallery owners created stables of artists whose philosophies reflected their own, thus contributing to the isolation of artists.

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# Quartet Opens The Sinking Rose

## -- A GARLIC RESTAURANT

By Marsha Garland

Jerry Dal Bozzo, owner of Calzone's and new president of the North Beach Chamber of Commerce, says he spent 10 years conceptualizing a restaurant that would glorify that humble, health giving herb known to the early Romans as "the stinking rose".

In May, 1991, Dal Bozzo, together with long time friends Vince Bigone and Dante Serafini, and Dal Bozzo's son, Dean, formed Stink, Inc. "The Stinking Rose: A Garlic Restaurant," opened its doors on July 3, 1991.

The cuisine is dedicated to Gilroy, the Garlic Capital. The menu is Cal-Italian with recipes reflecting North Italy's *nuova cucina* yet with a lot of influence from contemporary California cuisine.

Chef Marilyn Cosentino, whose background includes studies with Italian master chefs Giovanni Bugialli and Marcella Hazan, manages the restaurant and presides over the kitchen. To a large extent, the menu evolves from recipes inherited from her Italian (Calabrese) immigrant mother. All produce is organic and all meats hormone free.

The world's longest garlic braid (110 feet, 300 pounds) is suspended from the ceiling. The braid, on loan from Bay Cities Produce, was braided by Del Cabo Farms of Baja California, and is to be auctioned off for Project Open Hand in the near future.

The first word that comes to mind when describing the cuisine

is lusty. The meals engulf all of your senses; restraint is a forgotten word here.

Many diners choose to start their meal by sharing a serving of *bagna calda* (literally "hot bath"), a pungent dish of oven roasted garlic cloves in extra virgin olive oil with a hint of anchovy. The garlic has a paste-like consistency and spreads easily onto thick slices of delicious, peasanty, crusty bread.

Of the salads, my favorite at \$11.50, is the Prosciutto with Baby Spring Lettuces, served with fresh figs, chestnuts, raspberries, sweet gorgonzola, smoked almonds and a subtle raspberry-fig-mustard-mint vinaigrette. Salads here are huge and a meal unto themselves.

In the sandwich category, I have enjoyed the California Club, a multi-layered assembly of grilled turkey fillet, pancetta, avocado, smoked mozzarella, tomato and baby spring lettuces at \$6.95; the Catfish Club — grilled fresh catfish fillet, papaya, avocado and baby spring lettuces at \$8.95 and the Soft Shell Crab Club which is layered with pancetta, tomato, avocado and baby spring lettuces that sells for \$10.50.

Two of the pasta dishes I like the most happen to be garlic free — the Sweet Potato Tortellini, which is tossed with succulent strips of Niman-Schell leg of pork, brown butter, sage, sweet spices and freshly grated parmesan, and the Beet Ravioli, tossed with butter, red and gold baby beets, poppy seeds and parmesan.

The big seller at the restaurant is the Niman-Schell Beef Ribs (\$12.75) and, because the demand outweighs the supply, the restaurant occasionally switches to Pork Ribs. The ribs are marinated in olive oil, garlic, fresh rosemary and served with garlic BBQ dipping sauce.

One of Chef Cosentino's favorite recipes (adapted from her mother's kitchen) is the Grilled Skewered Garlic Prawns (\$15.95) wrapped in radicchio, prosciutto, fresh basil and mascarpone served with garlic white and wild rice. Although I haven't tried either entree yet, I have heard raves about the 40 Clove Garlic Chicken (\$12.50) and the Niman-Schell Double Thick Pork Chop (\$13.95) served with a cherry apricot applesauce.

The dessert menu lists five items. I first tried Gilroy's Famous Garlic Ice Cream on a dare and have since become addicted to it and recommend it to everyone. Unbelievably subtle and creamy, the ice cream is cupped in a pine nut tuile with sweet basil *creme anglaise*. It is incomprehensible to many of us that what is traditionally a savory item, such as garlic or basil, can translate well to sweets. Here it works and works well.

Other desserts include Chocolate Polenta Cake with White Chocolate Sauce, a peach champagne sorbet, Lemon Ricotta Cheese Cake with raspberry sauce and fresh berries and an Amarena Cherry and Chocolate Ganache Tart.

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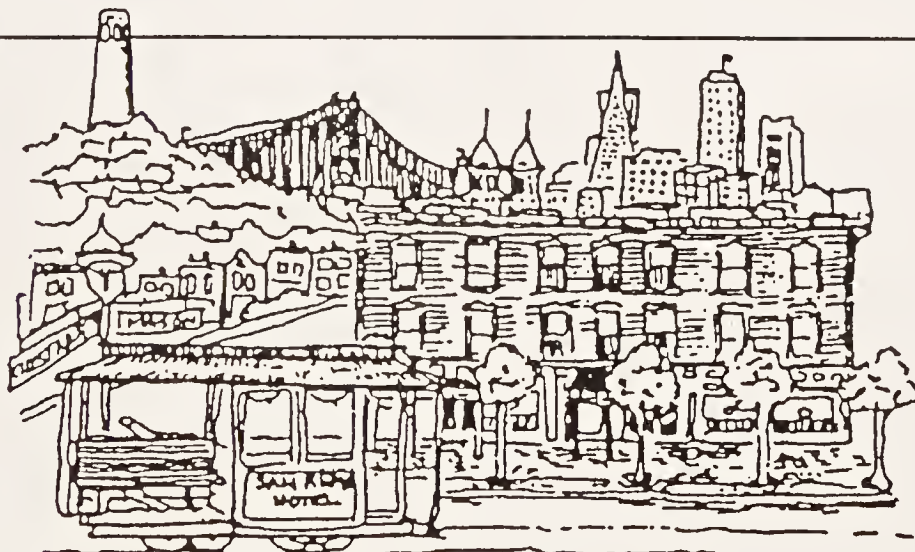


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## ...Garlic

The Stinking Rose features a full bar, is open daily from 11 am to 2 am, seats 125 in the dining room and has banquet facilities for up to 80.

The Stinking Rose is an innovative addition to the North Beach scene.

### STINKING ROSE'S GARLIC MASHED POTATOES

This is Chef Cosentino's recipe for Garlic Mashed Potatoes, a recipe easily adjusted to suit whatever ingredients are available in your own kitchen.

8 cooked Yukon gold potatoes (skins on) cut up into 1 inch pieces	
3/4 cup milk	
1/4 cup melted sweet butter	1/4 cup extra virgin olive oil
Salt and pepper to taste	1 1/2 cups mozzarella
1/4 tsp nutmeg	1/2 cup smoked mozzarella
1 cup pureed roasted garlic	1/4 cup chopped Italian parsley
1/2 cup chunky roasted garlic	1 1/2 cups creme fraiche

Put potatoes into a mixing bowl. Mash, add milk and melted butter and continue mashing until blended. Add remaining ingredients and blend well. Bake at 400 deg. until heated through. Serves 4. (To roast garlic, place whole, unpeeled heads of garlic on cookie sheet, sprinkle with olive oil and bake at 500 degrees for approximately 20-25 minutes, until garlic cloves have paste-like consistency.)

A THD RECIPE CARD

## ...The Artists

### MARY

in the monumental stone stegosaurus and pterodactyl at a San Francisco playground. Mary likes designing places where children can play.

Mary has fond memories of Telegraph Hill and North Beach as a haven for legitimate producing bohemians. And while she now lives at the base of the hill, using the studio facilities at Fort Mason for her larger projects, she says "I miss being on top of the hill and still consider myself a hill dweller."

### TOM

The display of samples in the gallery is extensive, and Tom says he can create a custom frame for anything a client might bring in.

What Tom wants most now is time to paint. "When I'm able to paint full-time," he says, "I'm going to turn out some good work. My head is full of ideas."

The Fine Art Studio is open from 11AM to 7PM Monday through Saturday. For information about upcoming shows and events call 986-0366.

### REDO

He resumes the task of sanding a stone figure on a pedestal by the windows. He looks up briefly, already in communion with the stone. "I love the way my whole life has gone," he says, smiling, "and it does get better."

And the clear north light streaming in through the bay windows washes over artist and effigy.

### HOYT

The Society gives artists the opportunity to communicate and to share their individual approach to representational art.

"The mission of the Society is to remind artists of their purpose on this earth. Artists should replenish the world, not contribute to the nihilism of society."

Future events at the gallery include a North Beach exhibit, poetry readings, ethnic music festivals, story telling, and a St. Francis exhibit.

For information about participating or supporting membership in the San Francisco Realist Art Society, call 956-4331.

## TELEGRAPH HILL DWELLERS COMMITTIES 1991 - 92

Please contact the chairpersons listed if you'd like to get involved in the neighborhood, and get to know your neighbors.

**Cookbook:** Rozelle Overmire - 989-3945

Gathers, develops and tests recipes for a proposed Telegraph Hill cookbook.

**Crime Prevention:** Pat Lorentzen - 781-0456

Organizes S.A.F.E. neighborhood watch groups and works with Police Department on local crime problems. Participates in Police Community Relations Committee.

**Landmarks and History:** Judy Fink - 986-3945

Works to protect Telegraph Hill's historic buildings and to develop interest in the Hill's colorful history.

**Library:** Maria Pimentell - 392-0441

A new committee to act as liaison with North Beach Library and help with the library's problems and activities.

**Membership:** Angie Geiger - 391-7704

Works to make THD and its activities known in the neighborhood and to encourage membership in THD.

**Neighborhood Improvement:** Jim Miller

- 956-7848

Deals with the problems of graffiti, trash, illegal dumping, working with the city and other agencies.

**Neighborhood Liaison:** Sue Cauthen - 391-

0737

Works with other neighborhood organizations, primarily the Coalition for S.F. Neighborhoods, an organization of 51 neighborhood groups.

**Parking and Transportation:** Nancy Katz

- 986-1890

Deals with the neighborhood's chronic traffic and parking problems, dealing with the Parking Authority. Monitors local MUNI service and schedules.

**Parks and Trees:** Michael Marsh - 982-7359

Currently involved in "Greening of the Hill"-- an effort to enlist the neighborhood in tree-planting projects, working with Friends of the Urban Forest.

**Planning and Zoning:** Jordan Rosenberg -

788-5338/Jim Valenti - 592-9751

Assists neighbors in planning and zoning problems and presents THD positions before planning bodies. Works with developers and the city to protect neighborhood integrity and character.

**Presidio/GGNRA:** VOLUNTEER CONTACT PERSON NEEDED (Call 392-1187)

A new committee to monitor, and participate in, planning for the Presidio.

**Semaphore Staff:** Editor: Clyde Steiner - 398-8093. Advertising Manager: Steve Hord - 781-1117

Willing writers, editors, researchers and advertising sales people who keep our quarterly newsletter lively.

**Social:** Gerry Crowley - 391-2432

Plans and hosts THD social events-- membership meetings, parties, the picnic, the Christmas party.

**Waterfront:** Bob Tibbits - 986-7227, Rod Freebairn Smith - 398-4094

Follows plans for the Waterfront and the Embarcadero, with a close eye on new developments resulting from the demolition of the Embarcadero Freeway.

**Watchdog:** Kitty Donnelly - 986-0472

THD needs volunteers to attend public meetings of city commissions and other groups to gather information or to present a THD position.

**Computers:** Kitty Donnelly - 986-0472

Volunteers who can contribute computer time or expertise occasionally to help with projects.

### THD CALENDAR 1991

Coit Tower Picnic - Oct. 6

Cocktail Party - Oct. 27

Historic Walk - Nov. 2

Membership Dinner - Nov. 18

Christmas Party - Dec. 15



# GOOD NEWS For The TOP OF THE HILL

By Nancy Katz,  
Parking & Transportation Chair

Residents' woes with long lines of waiting Coit Tower tourist traffic are being tackled with renewed vigor this year in hopes of finding some long-term solutions.

Thanks to the efforts of several residents, the Department of Parking & Traffic's Jerry Robbins chaired an inter-departmental meeting July 31 with representatives of the Traffic Engineers, Recreation & Parks, Muni, Traffic Patrols, the Fire Department and our own Captain Petrini of Central Police Station. Robert Leefeldt, owner of 101 Telegraph Hill Boulevard, and Nancy Katz represented resident concerns.

Here's what is happening and hopefully can be achieved:

## ILLEGAL VENDORS

The police will make renewed efforts to evict the illegal vendors from the Coit Tower parking lot. This is difficult because their lookout can spot approaching police. They pack and move before the squad car can reach the tower.

Vendors park long-term in spite of the 30 minute limit signs, which are destroyed frequently, making it difficult to ticket them. The Traffic Engineers will restore all signs and, in addition, paint "30 minutes" on the pavement. Traffic Patrols will increase ticketing.

## 3 DAY PARKING LIMIT

In a July survey of the 34 parking spaces at the tower, there were two "A" permits and five other long-time parkers. Patrols will now enforce the State's 72 hour law (no parking in one spot longer than 3 days). "A" permit holders will con-

**COIT TOWER  
PARKING FULL  
SEVERE  
DELAYS  
NO U TURNS  
BEYOND THIS POINT**

tinue to be exempt from the 30 minute limit, but not exempt from the 72 hour law. Don't park your car there and go on vacation!

## PARKING METERS AT COIT

Traffic Engineers hope to get legislation passed to install 30 minute meters with a 50 cent to \$1 fee, and to install a large folding sign and a patrol at Grant & Lombard to be used during peak weekend periods. The patrol would stop all tower-bound cars if tower parking is full. Residents and deliveries could go through, but tourists would be warned of long delays and could be re-directed to the Garfield School play yard, where they would park and walk to the Tower via the West Filbert Steps. (Garfield's yard could be used during the summer months of the tourist season).

## ELECTRIC WARNING SIGN

Another idea is also under discussion: A sensor could activate an electric sign on Lombard near Grant to inform tourists. The sensor would be triggered by a line of 6 or 8 cars standing still on the road below the tower and would light up the sign below. This idea provides the tourists with a warning, but

would not stop the cars. Residents cars going through might encourage others to follow. The sign would cut down on patrol time, but would not provide tourists with an alternative parking area, or other directions.

## #39 BUS PROMO

Muni will increase their promotion of the #39 Coit Tower Bus in brochures available to tourists. More publicity could be used at the Bay & Taylor terminal of the cable car where it connects with the #39 Bus. We also need to work with the Visitors' & Convention Bureau to promote use of the bus, or walking.

To encourage walkers to reach the tower, signs could be posted on Sansome Street, directing them to the Greenwich and Filbert Steps, and also in North Beach pointing the way to the West Filbert Street Steps and the trail from Lombard through Pioneer Park.

## FUNICULAR?

How would you react to motorized cable car tours (with loudspeakers), or a telepherique or funicular railway to Coit Tower (where)? These proposals have been discussed before and are now again under discussion.

We'd like to know what you think and would welcome any ideas you'd like to contribute. The yearly tourist influx contributes much to the city's economy. We'd like to make them as welcome as possible, as well as to solve the traffic impasse for residents of Telegraph Hill Boulevard and adjacent steps.

Please send your, bright ideas to Nancy Katz, 2 Whiting St, or phone 986-1890 (afternoon or evening, please).

## LIBRARY NEWS

By Dick Shouse

Manager North Beach Library

### Adult Books

Here are some recently received fiction titles:

Chan Hsien-Liang.

### GETTING USED TO

DYING. Widely reviewed autobiography, which juxtaposes the suppression of intellectual freedom in China with the life of a political refugee in the U.S.

Cox, Elizabeth

### RAGGED WAY PEOPLE

FALL OUT OF LOVE. Second novel by the author of FAMILIAR GROUND which explores the dis-

integration of a marriage and its effect on the family involved.

Davis, Patti.

### HOUSE OF SECRETS.

Third novel by the daughter of Ronald and Nancy Reagan about childhood emotional and psychological abuse and its effect in adulthood.

Klima, Ivan. LOVE

### AND GARBAGE.

English translation of an "evocative and romantic" novel by a preeminent Czech author about an artist's life in repressive Prague before the recent reforms.

Lazare, Jane. WORLDS BEYOND MY CONTROL. A sequel of sorts to the author's highly praised MOTHER KNOT, this novel examines a mother's loss as her eldest son prepares to leave for college.

Loy, Rosetta. DUSTROADS OF MONFERRATO. Superb translation of an award-winning Italian novel, which chronicles the life of a farming family in 19th Century northern Italy.

Palliser, Charles. SENSATIONIST. Novel by the British author of the best selling QUINCUNX, this much shorter book tells the story of a promiscuous young man and his aimless search for intimacy.



## Children's Books

By Eileen Wampole,  
Children's Librarian

Now that school is back in session, it seems a good time to mention the resources we have for students. Of course, we have many encyclopedias, dictionaries, atlases, and other reference books for use in the library.

We also have reference copies of *Newsweek* and *Time* from 1988 to the present, recent circulating copies of many other magazines, and recent issues of local newspapers. However, those who want articles on topics not likely to be covered sufficiently in *Newsweek* & *Time* would do better to use the InfoTrac periodical system at Chinatown Branch or the Main Library.

We also have a vertical file full of pamphlets and clippings on many

topics. Our photocopy machine costs 15 cents per copy.

In our juvenile collection, we have books that can be borrowed on a wide range of topics aimed at reading levels from second grade through middle school and into high school.

For instance, we have books on individual countries and states, all sorts of animals, science experiments, political and social issues, and biographies. We even have books on how to write reports!

Our science section has recently been updated to reflect new developments such as the *Voyager* discoveries and the latest theories about dinosaurs and their demise.

The librarians are happy to help students find the information they need.

Due to the success of last year's Halloween family program with spooky storyteller Lee Kerwin, an encore event is being planned. Check with the children's librarian for details, or watch our doors for posters.

Regular children's programming includes infant-toddler lapsits at 10:15 and preschool storytimes at 11:00 every Tuesday except the third Tuesday of each month, when film are shown instead.

Preschool films are shown at 10:00, 10:30, 11:00, and 2:30 and films for school-age children at 3:45. The school-age film program on October 15 will feature "The Legend of Sleepy Hollow" and two classic African-American trickster tales to promote the proper Halloween spirit.



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# Montgomery Street Repair Project

By Wells Whitney

Here are the current assumptions on the repair project:

The tree removal and sewer repair work will be done first.

The street reconstruction and repaving will be done in the sequenced

phases as indicated on the DPW drawings.

The work will be done only on Monday through Friday, 8am to 6pm.

The flat part of Upper Montgomery street from the beginning

of the tree median strip near Union street, to just beyond Filbert street (about 1403 Montgomery) will just have regrinding and repaving done, not complete reconstruction of the street.

The project will start just after Labor Day 9/2/91.

*Continued on Page 21*

## Financial Report

By Arlene Smith, Treasurer

### INCOME & EXPENSE STATEMENT AS OF JULY 31, 1991

	JULY ACTUAL	YR-TO-DATE ACTUAL	ANNUAL BUDGET	YR-TO-DATE ACT. V BUO. OVER(UNDER)
<b>INCOME</b>				
4010 MEMBERSHIP DUES	\$ 335.00	\$ 6,260.00	\$ 9,000.00	\$ (2,740.00)
4020 CONTRIBUTIONS	120.00	640.00	500.00	140.00
4030 SEMAPHORE ADS	1,641.00	2,562.00	5,400.00	(2,838.00)
4040 MONEY MARKET INTEREST	40.17	175.47	200.00	(24.53)
4050 C.O. INTEREST	0.00	165.01	650.00	(484.99)
4060 MISCELLANEOUS	0.00	0.00	200.00	(200.00)
<b>TOTAL INCOME</b>	<b>2,136.17</b>	<b>9,802.48</b>	<b>15,950.00</b>	<b>(6,147.52)</b>
<b>EXPENSES</b>				
8010 MEMBERSHIP	47.80	103.63	660.00	(556.37)
8020 SEMAPHORE	0.00	1,076.38	5,400.00	(4,323.62)
8030 SOCIAL	104.50	264.11	4,000.00	(3,735.89)
8040 PLANNING & ZONING	0.00	0.00	300.00	(300.00)
8050 COMMUNITY RELATIONS	153.00	153.00	350.00	(197.00)
8060 COMMUNITY SUPPORT	0.00	300.00	600.00	(300.00)
8070 BOARD MEETINGS & COMMON EXP	40.00	220.06	1,200.00	(979.94)
8080 ELECTION NIGHT	0.00	0.00	250.00	(250.00)
8090 PRESIOENT'S FUND	0.00	0.00	200.00	(200.00)
8100 LIABILITY INSURANCE	0.00	2,906.00	2,959.00	(53.00)
8110 MISCELLANEOUS	0.00	13.00	31.00	(18.00)
<b>TOTAL EXPENSE</b>	<b>345.30</b>	<b>5,036.18</b>	<b>15,950.00</b>	<b>(10,913.82)</b>
<b>NET INCOME (LOSS)</b>	<b>\$ 1,790.87</b>	<b>\$ 4,766.30</b>	<b>\$ 0.00</b>	<b>\$ 4,766.30</b>

### CASH FLOW STATEMENT

BANK OF AMERICA OPERATING ACCOUNT  
BEGINNING BALANCE JULY 1, 1991 \$ 1,906.21

#### CASH RECEIPTS

4010 MEMBERSHIP DUES	335.00
4020 CONTRIBUTIONS	120.00
4030 SEMAPHORE ADS	1,641.00
<b>TOTAL CASH RECEIPTS</b>	<b>2,096.00</b>

#### CASH DISBURSEMENTS

CHECK PAYEE	ACCT	DESCRIPTION	AMOUNT
1139 CLYDE STEINER	8070	Board Meeting	40.00
1140 CATHERINE OONNELLY	8010	Postage & copies	24.14
1141 ANGIE GIEGER	8010	Postage	23.66
1142 PAT LORENTZEN	8050	S.F. Neighbor. Mtg.	153.00
1143 DARANNE SCHOTT	8030	Postage for postcards	104.50
<b>TOTAL CASH DISBURSEMENTS</b>			<b>345.30</b>

BANK OF AMERICA OPERATING ACCOUNT  
ENDING BALANCE JULY 31, 1991 \$ 3,656.91

\*\*\*\*\*  
KEMPER MONEY MARKET ACCOUNT  
BEGINNING BALANCE JULY 1, 1991 \$ 8,439.70

#### CASH RECEIPTS

TRANSFER FROM OPERATING ACCT.	0.00
INTEREST EARNED	40.17
<b>TOTAL CASH RECEIPTS</b>	<b>40.17</b>

KEMPER MONEY MARKET ACCOUNT  
ENDING BALANCE JULY 31, 1991 \$ 8,479.87

### BALANCE SHEET AS OF JULY 31, 1991

#### ASSETS

##### CURRENT ASSETS

CASH IN BANK OF AMERICA	\$ 3,656.91
KEMPER MONEY MARKET FUND	8,479.87
BANK OF THE WEST	10,165.01
PREPAID BULK MAIL	51.59
<b>TOTAL CURRENT ASSETS</b>	<b>22,353.38</b>
<b>TOTAL ASSETS</b>	<b>\$22,353.38</b>

#### LIABILITIES & FUND BALANCES

##### CURRENT LIABILITIES

MEMORIAL J. RICERITO	304.27
<b>TOTAL CURRENT LIABILITIES</b>	<b>304.27</b>

##### CAPITAL

FUND BALANCE - PRIOR	17,282.81
FUND BALANCE - CURRENT	4,766.30
<b>TOTAL FUND BALANCES</b>	<b>\$ 22,049.11</b>

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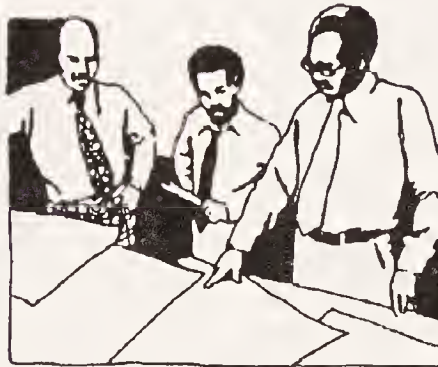
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# Regular Open Meetings On Projects On The Hill

By Jordan Rosenberg  
Planning & Zoning Co-Chair

The Planning and Zoning Committee met last month with neighbors concerned about three different developments that affect their homes. This meeting, held under the superb direction of Jim Valenti, was so successful that we have decided to make it a regular event. Every other month your Planning and Zoning Committee will meet, usually at the Telegraph Hill Neighborhood Center, to bring together property owners, developers, architects, and neighbors who are affected by their projects. The next meeting will be Wednesday, October 23, at 6:30 pm.

Perhaps the most important step one can take at the outset of a building project is to contact as many of the immediate neighbors as possible, let them know what is planned, and provide them with as much information as you can. Openness and trust at this stage will go a long way toward minimizing misunderstandings and avoiding an adversarial relationship. Strangely, this step is the one most often overlooked.



Planning and Zoning, we have discovered, can provide a useful arena where people can be brought together to discuss common concerns. In addition, by discussing several projects under one roof all can see that these issues are not unique to any one project. Neighbors can join together to help one another, share tips and expertise, and report experiences from past adventures. Dealing with city officials and procedures seems less daunting when you hear from others who have done it successfully.

It often happens that a project which might have generated much heat and noise is simply modified to achieve the aims of the project sponsors without provoking neighborhood opposition. That's a good evening's work.

If you have a concern about a project or other planning and zoning matter that affects your life on the Hill bring it to the next meeting.

## PORT UPDATE

By Robert Katz,  
Retired THD Waterfront  
Committee Chair

### FERRY BUILDING:

In 1980, Continental Development presented world-renowned architect I.M. Pei's plans for restoration, of the Ferry Building. The restoration, a major element of the BCDC Special Area Plan of 1975, the City's Waterfront Masterplan of 1977 and BCDC's "Total Design Plan" of 1980, would have included earthquake proofing! After a decade of initial progress, followed by hesitation, bungling and legal confrontation, the project is dead and the Port agreed to pay the developer \$3,000,000 in damages.

### SCANDINAVIAN CENTER, PIERS 30/32:

Under the recent development agreement (see Bob Tibbits' article) the Port will receive \$10,000 per month until the execution of a permanent lease. The payment will be in force for at least 20 months - an interim period that may be extended by as much as 2 years under certain conditions. During this interim period, monthly payments from the Scandinavian Center for reserving this prime maritime property (surface area approximately 700,000 square feet, not counting the contingent inland lots) is 1.5 cents per square foot.

### PIERS 35/33:

"Policy 9: The cruise terminal facility at Pier 35 should remain in its present location, contributing to the balance of uses within the

*Continued on Page 21*



# Bay Street Porn Scorned

By Bob Tibbits

Some irate neighbors are looking forward to replacing the "GRAND OPENING" banner at San Francisco Surprises with a "GRAND CLOSING" banner. The shop, specializing in pornographic film rentals and other sexual paraphernalia, recently opened at 389 Bay Street across from the North Point Shopping Center.

A petition for discretionary review of its building permit has already been filed with the Department of City Planning by George Nielsen, Vice President of North Beach Neighbors with written statements of support from the THD Board and several North Beach and Fisherman's Wharf business organizations.

The petition recommends the incorporation of the south side of Bay street into the North Beach Neighborhood Commercial District which, as distinguished from the Broadway district and the C-2 zon-

ing covering the Fisherman's Wharf area, does not permit "adult entertainment." Another course of action suggested in the petition would be to exclude adult entertainment from permitted compatible uses in the C-2 zone where the shop is located.

The 24-hour shop, which is situated between Matsu Sushi Ya at the corner of Mason Street and Hong Kong Deluxe Restaurant to the east, is reportedly owned and operated by a Los Angeles corporation. Nielsen maintains its presence is incompatible with surrounding commercial community, creates a negative image for children residing in the area and otherwise is detrimental to the public welfare.

A permit application has been made by the operator, but this petition may hold up the approval process. In the meantime, while the City Planning is taking it under consideration, Supervisors Alioto and Shelley have proposed interim legislation to prohibit this type of business in the neighborhood.

## Crime Prevention On The Hill

By Pat Lorentzen

Although the current crime statistics show a healthy decrease from the same period last year, we should not relax our vigilance. It is only through our combined efforts that we can reduce these statistics further. As new chair of the Crime Committee, succeeding Kitty Donnelly, I need your help.

We all have concerns about safety in our area. One goal should be to establish a number of SAFE (neighborhood watch) groups.

Please call me - 781-0456 - not only with any problems and/or suggestions, but also to volunteer to serve on the Crime Committee.

## ...Montgomery Street

### Repair Schedule Estimate:

Sept 3-6 - Tree removal from the center median strip

Sept 9-27 - Sewer repair: lower Montgomery in two sections, Union to Alta, then Alta to Filbert.

Sept 30-Oct 9 - Street reconstruction: lower Montgomery from Alta to Filbert.

Oct 10-18 - Street reconstruction: lower Montgomery from Union to Alta

Oct 21-25 - Street repaving: flat part of upper Montgomery (see above) and cul-de-sac in front of Julius Castle.

Oct 28-Nov 6 - Street reconstruction: lower Montgomery from Filbert to Greenwich.

Nov 7-15 - Street reconstruction: steep part of upper Montgomery from the cul-de-sac to 1403 Montgomery.

Nov 18-21 - Street reconstruction; upper Montgomery from Union to the start of the median strip.

Nov 22-27 - Street reconstruction: all of lower Alta (east of Montgomery).

NOV 28 - All is done - Thanksgiving Day!!!!

For additional information please contact me at 398-5077

## ...Port Update

Wharf Area. Telegraph Hill and Fisherman's Wharf make a magnificent setting for the cruise ships. When it is not in use for that purpose, Pier 35 should be used for ceremonial berthing and tour bus parking. Piers 35/33 should be restored in a manner similar to the Fort Mason Piers, so that the pier sheds can also be used for exhibits, festivals and special events." (August 1989 Draft for the Fisherman's Wharf Area, by the Citizens Advisory Committee and City Planning).

# THDers On Prop H Board

By Bob Tibbits

Two THDers have been appointed to the Waterfront Advisory Board. Long-standing THDer Nan Roth, who has closely followed Port development for several years, was appointed to serve by Supervisor Britt. Another neighbor, Denise McCarthy, Executive Director of Telegraph Hill Neighborhood Center, was chosen by the Port.

The 27-member Waterfront Plan Advisory Board was organized in July to "provide advice and guidance to the San Francisco Port Commission throughout the planning process for the Port of San Francisco's property." Ultimately, a Waterfront Land Use Plan will be formulated that is consistent with the City's Master Plan as called for under the initiative measure Proposition H, passed by the voters last November.

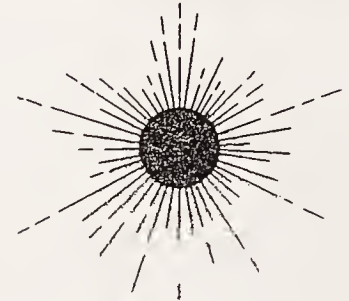
Twelve members were selected by the Port after a careful screening process, and the other 13 by the Board of Supervisors.

The Chair will be Robert Tufts, who currently heads the S.F. Bay Area Conservation and Development Commission. Sue Bierman, long time member of the Planning Commission, will be Vice Chair.

The Waterfront Land Use Plan called for under Prop H will define properties in terms of maritime uses, acceptable non-maritime uses and unacceptable non-maritime land uses along the waterfront, such as hotels. Any unacceptable non-maritime land uses in effect as of January 1, 1990, will be "grandfathered" until the current lease expires. The plan as adopted will be reviewed at least every five years for any necessary amendments.

Monthly WPAB meetings will be open to the public and public comments and participation is encouraged. Minutes of past meetings, agenda for future meetings and copies of the by-laws can be obtained by calling 274-0354. The THD Waterfront Committee, of which Nan Roth is an active member, will monitor these meetings regularly and report interesting developments in future issues of the *Semaphore*.

# Lighting For Washington Square



By Herb Kosovitz

Representatives of the North Beach Chamber of Commerce, Telegraph Hill Dwellers, Sts. Peter and Paul Church and others have formed a committee to attempt to achieve lighting in Washington Square, Frank Marini Park, and possibly new lighting for the Church. Supervisor Bill Maher believes that funds for this can be obtained from the city.

The committee met July 31, with Herb Kosovitz, Jim Valenti and Rod Freebairn-Smith representing THD, to hear the views of some lighting designers, discuss goals and form subcommittees to investigate various aspects of the project. Representatives of the neighborhood groups were careful to explain, and others agreed, that any lighting scheme must be subtle, unobtrusive and low-keyed to avoid strong opposition from residents. It was also agreed that prototype lighting would be installed to demonstrate the quality of the lighting.

Target date for completion is the Columbus Day celebration in October, 1992, the 500th anniversary of that Italian captain's voyage of discovery.

## Crime Statistics - Telegraph Hill - 1991 VS. 1990

TYPE	MAY-JULY	
	1990	1991 % CHANGE
Homicide	0	0
Rape	0	0
Robbery	24	13
Assault	27	20
Burglary	47	37
Theft	135	103
Auto	30	28
Other	167	167
TOTAL	430	368 -14.42%
TOTAL MAJOR*	263	201 -23.57%

\*Homicide, Rape, Robbery, Assault, Burglary, Grand/Petty Theft, Auto Theft, Purse Snatch







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## Things to Enjoy With the Kids

By Mia Morrill

Autumn is a perfect occasion to walk the kids down to the water.

Many of us enjoy a view of the bay from our windows, but that is not the same as a good whiff of bay breeze or a fine mist spray at the shore with foghorns booming (it seems) inches away.

On any day go to Pier 39. Ride the Carousel, watch the Sea Lions (or Sea Wolves, as they are called in Spanish), have a bite to eat and enjoy the outdoor entertainment by some talented street artists.

We were very pleased to see the fruit market on our last trip there. We enjoyed a decent coffee and tasty tortellini salad at La Patisserie. A spot chosen for its outdoor seating on a fine Waterfront Day... and we were very pleased.

A sunny day is a great day to hop on a ferry. (Can anyone "hop" on a ferry with children?) We sometimes go to Tiburon "for a little something to sustain ourselves for the trip home", or a more major excursion to Angel Island with a picnic (necessary), a warm jacket and Hat No Matter What (necessary),

and bicycle (optional). By the way, one can reserve a camping spot on Angel Island through Ticketron, and it sounds super. When I've done it myself, I'll give you a report. Or kindly send me your own review!

Remember Hyde Street Pier. Visit the Balclutha. It doesn't have to be Fleet week.

On a warm sunny day go to Aquatic Park, A good friend of mine, born and raised in San Francisco, remembers learning to swim in the water here. So bring a towel, "just in case", my daughter cautions.

Enjoy how very near we are to the Water!

---

## ...Thrifty Shopping

A starter-outer or starter-over kitchen can be furnished with quality glasses, utensils, pans, baskets, bed and table linens, coffee maker and mugs, all at less than you pay for a single item elsewhere.

If you're bustin' a gusset to find a certain kind, color or size item, leave your name and phone number. It may come in, and one of the ladies will call you. Obviously valuable donations are referred to a Union Street antique dealer for pricing, such as a large crystal basket which sold at once for \$125.

Looking twenty years younger than her years, Mrs. Taggi comparison shops on Hyde and Filmore to insure her encore merchandise is lower than the competition.

The shop requests that only clean merchandise be donated. If it isn't, they take it to the laundromat around the corner and press it in the shop. Items which haven't sold within two to five months are gladly

accepted by St. Vincent de Paul Society with its laundry facilities, many employees, and nine Bay Area stores.

Compassion, an unusual retailer attribute, prevails here. These volunteers are pleased to send home indigent mothers with bags of free baby clothes. Although they are not asked personal questions, men and women spill into their conversations loss of job, bad luck or poor choices; they may select needed items without charge.

Occasionally thefts are noticed in progress. The person is admonished only that he should have asked and he would have been given the item. Reactions vary: insult, embarrassment, contrition, but the person does not return. Police may be called instantly, but it has never been necessary.

Proceeds from this nonprofit shop go to social work for the sick and shut-ins who need help.

There is not enough room for large furniture, but almost anything can be brought to the shop for donation. You may also leave donations at 610 Vallejo, just ring the bell. Enclose your name and address for an evaluated receipt which will be sent in November or December. If you *REALLY* can't bring in a donation, it probably will be retrieved by Eusebio Sequeira, surely the most distinguished pick up person of any thrift shop anywhere. A gentle, patient music teacher, his Master's thesis was on Erik Satie. Eusebio is the very accomplished church organist at St. Francis of Assisi Church.

Next time you're strolling around North Beach on Monday or Saturday, noon to five, stop in the St. Francis of Assisi Thrift Shop before you have that cappuccino around the corner at Caffè Roma. Bet you find something you didn't know you need. The price is right ... I guarantee it.



# ...\$196,000,000 And They Will Come ????

of up to 10% of the annual gross revenues of the development. "Gross revenues," as defined, however, include only 4% of hotel revenues and 50% of profits from the parking concession that SCI will receive in lieu of rents from third party operators.

According to "conservative" financial projections developed by SCI \$41 million revenues will be generated by conference hotel and parking facility in 1997, its first year of full operations. Over all the commer-

cial operations will produce a total of \$50 million revenues, assuming the 97,000 square feet allocated to the so-called "World Center" (whose future is uncertain) generates \$25 per square foot. This excludes any income from the terminal facility which will be operated by the Port or the 5.6 acre public park area.

That year the Port would receive \$1.0 million Minimum Rent or only about \$.81 per 1,230,000 gross square feet of the commercial elements of the development. If projected operating profit from the terminal facility of \$700,000 (derived from more than 80 ship calls) is added and Pier 35 estimated net revenues of \$150,000 subtracted, the Port would be getting \$1,550,000, a below-market rent of \$1.27 per gross square foot. This is only about three-quarters of the \$1.76 per square foot in rents it receives annually

from 12-year old Pier 39. Even in its twelfth year when more than twice the current level of cruise ship traffic is projected, the developers would be paying only \$1.33 per square foot in Percentage Rent. As a reference, consider that the Port prior to the earthquake was getting an average of \$1.49 per square foot from all classes of leased property, maritime and non-maritime, according to Port documents.

More specifically, the 2,281,485 gross square feet the Port leased to restaurant, retail and parking establishments produced \$3.41 in rents and fees per square foot in the fiscal year ended June 30, 1989. Stated another way, if the Port got just \$1.29 per gross square foot, annual revenues from those sources would fall by nearly \$5 million!

This analysis may be fundamentally skewed; it assumes the leasehold improvements paid for by the Port's long term tenants over the years are now worth as much as or more than SCI plans to invest. A strict "apples

to-apples" comparison is difficult because Pier 39, which has a much lower density of development, is the only major facility that has been financed by private investors. The proposed Pier 30/32 project will cost more than seven times the original \$27 million investment in Pier 39. If the Port derives \$970,000 annual rent from Pier 39, shouldn't it get, say at a minimum, five times the Pier 39 tab or \$4,850,000 a year,

instead of a piddling \$1,550,000 from the \$197 million international cruise ship terminal and convention hotel project?

Something on the order of \$5,000,000, or about 10% of 1997 gross revenues, would certainly seem reasonable compared to the National Park Service franchise fees of 22% of gross revenues at Yellowstone Park. The \$1,550,000 figure, on the other hand, represents only about 3% of 1997 gross revenues, a tad higher than the average 2.5% that 500 concessionaires pay the NPS, an average that is negatively weighted by the scandalously minute three-quarters of one per cent rendered by Yosemite Park & Curry Company.

The Development Agreement was executed by both parties in August. The next step in the proceedings will be filing of an Environmental Evaluation Application with the Department of City Planning later this month. Its certification and approval of a Conditional Use Permit for the hotel are not expected until 1993. But until the Waterfront Plan Advisory Board completes its land use study and it is adopted by the Port and the City, there will be a moratorium on any long term leases of Port property.

Stay tuned.



# BAD NEWS FOR THE COMPETITION



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